

# Persuasive



Quality First Education Trust

## Reception

Text Type & YG	Advertisement - Poster
Purpose	To persuade (e.g. to buy)
Audience	Context dependent (e.g. customer)

### Text Features

Structure	Explain what the features are Describe features Command sentence
Language	Expert Language
Grammar	Full stops
Composition	Give reasons using because. Simple sentences which can be read by themselves and others. (ELG)

### Progression

Builds Upon	Captions
Converges With	R: Procedural writing, narrative, Information texts
Leads to	Year 1: Persuasive letters and advertisements

## Reception

### **For Sale: The 3 Little Pig's House**

This house is amazing.

It has barbed wire.

You must buy this house because it can go invisible.

This is the best house because it has a telescope.

Don't buy another house.

## 1

## Persuasive

## Year 1

<b>Text Type &amp; YG</b>	Advertisement – Poster - Yr1
<b>Purpose</b>	Persuading to buy a product
<b>Audience</b>	Someone who wants to buy "X"

## Text Features

<b>Structure</b>	Command reader to buy
<b>Language</b>	Expert language (Features of house/castle)
<b>Grammar</b>	Capital letters and full-stops
<b>Composition</b>	Give reasons using because, so. Give extra detail using and. Adjectives to describe features.

## Progression

<b>Builds Upon</b>	YR: Advertisement
<b>Converges With</b>	Y2: Persuasive letter and advertisements
<b>Leads to</b>	Y3: Persuasive letters and travel brochures

## Year 1

### **For Sale: The 3 Little Pig's House**

You have got to buy this house because it has CCTV cameras and if the wolf tries to get in you can see him.

It has a moat as shiny as a shiny red ribbon. There is a secret button which makes a bridge over the moat. It has a rope so if the wolf gets in your house tie him up with the rope.

Don't choose another house or your house might get blown down by the Big Bad Wolf and you will get gobbled up by the Big Bad Wolf.

## Year 2

<b>Text Type &amp; YG</b>	Advertisement – Poster
<b>Purpose</b>	Advertising a product
<b>Audience</b>	Someone who wants to buy “X”

## Text Features

<b>Structure</b>	Exclamations Call for action Description of product Repeat key phrases
<b>Language</b>	Expert language Noun phrases to describe Conjunctions to give reasons (because/as)
<b>Grammar</b>	Capital letters, and full-stops Exclamation sentences and exclamation marks Question sentences and question marks
<b>Composition</b>	Exaggerated language Promises of bonuses Repeat key phrases

## Progression

<b>Builds Upon</b>	Y1: Persuasive letters and advertisements
<b>Converges With</b>	Y3: Persuasive letters and adverts. Y2: Info and persuasion texts
<b>Leads to</b>	Y4: Persuasive letters and travel brochure. Y3: Response and persuasion texts

## Year 2

### Willy Wonka's Ice Bar

Buy an ice bar! So delicious! Buy it now before it runs out!

This ice bar is made from yummy white chocolate with vanilla ice cream inside the marvellous, incredible chocolate shell. It has white coconut sprinkles on the top and a creamy zig-zag icing. Once you have tasted it you will go to heaven! Willy Wonka said it is his favourite new chocolate bar! Everyone is buying it.

Your parents will also love the ice bar because it is... only 10p!

You can buy it in Tesco, ASDA and Iceland.

You won't regret it. Buy it now before it runs out!

## Year 3

<b>Text Type &amp; YG</b>	Persuasive Poster
<b>Purpose</b>	To persuade as a peer
<b>Audience</b>	Direct address (you) to a general audience
<b>Text Features</b>	
<b>Structure</b>	Intro – standpoint Three paragraphs supporting argument and explain reasoning Repeat standpoint
<b>Language</b>	Expert language
<b>Grammar</b>	Commas, question marks, brackets
<b>Composition</b>	Paragraphs, call for action, exaggerated language, promise of bonuses, repeat key phrases
<b>Progression</b>	
<b>Builds Upon</b>	Y2 – Persuasive letter and adverts
<b>Converges With</b>	Y4: Persuasive letters
<b>Leads to</b>	Y5: Advertisements



## Persuasive - Year 3

### Advertising a holiday to Blackpool

Do you need a relaxing break away? Do you need peace and quiet? Have you ever wondered what it would be like in a world class restaurant? Well, I think Blackpool is the place for you!

If you like Strictly Come Dancing you can visit the wonderful, famous Grand Ballroom. You can go to watch Anton Dubeck dancing and might be able to see some other stars of the show and get their autographs.

There are lots of things you can do with your children in Blackpool. Visit the Blackpool Pleasure Beach for a day at the seaside and have fun on the thrilling rollercoasters and enormous ferris wheel. Do not miss the illuminations, a yearly lights festival. I have seen them before and they are brighter than the sun.

Eat delicious fish and chips on the pier or go to a restaurant for a special meal with your family. Eat at McHall's Bistro for a quiet dinner or Ambrosini's if you like pizza and pasta (I recommend the Spaghetti Bolognese, you won't regret it!)

Don't delay, book your tickets now! Visit Blackpool – the best city in England!

## Year 3

**Text Type & YG**

Persuasive letter

**Purpose**

Persuade an unfamiliar audience to use a product

**Audience**

Unfamiliar and uninformed

**Text Features****Structure**

Introduction: Create a standpoint  
 Paragraphs detailing main points which support their argument  
 Mention an opposing view in support of own view  
 Repeat standpoint

**Language**

Language of the field: rock type, hard/soft, waterproof, strong, porous, attractive, smooth, sir/madam, yours sincerely/faithfully

**Grammar**

Capital letters  
 Full stops  
 Commas  
 Question marks  
 Brackets

**Composition**

Paragraphs  
 Call for action  
 Exaggerated language  
 Promise of bonuses  
 Repeat key phrases

**Progression****Builds Upon**

Year 2 persuasive letters and advertisements

**Converges With**

Year 4 persuasive letters

**Leads to**

Year 5 advertisements

## Year 3

**Persuasive letter to the British Museum urging them to use granite for their new statue.**

Dear Sir/Madam,

I am writing to persuade you to use granite for your new statue at the British Museum. There are many reasons why you should choose granite.

Firstly, you should know that granite is a hard rock, not a soft rock like chalk or pumice which would wear away very quickly. Granite would be good for your statue because it is a very strong material. This is important because it will not get damaged easily by people touching. It will not break because it is very heavy, so even if a person pushes it, they will not be able to move it.

Did you know that granite is very shiny? It has many crystals which gleam and shine, so it will look attractive and visitors will love it. You will not need to polish it for it to stay shiny.

Granite is also waterproof so you can display your statue inside the museum or put it outside in your wonderful courtyard so that people walking past the museum will want to come in to see more.

I know that marble is also a very strong and beautiful rock too but it is very expensive so will cost you a lot more to buy and fix.

All in all, I suggest that you use granite for your stunning, new statue.

Yours sincerely,

Sarah Brown

## Year 4

<b>Text Type &amp; YG</b>	Persuasive leaflet or advert
<b>Purpose</b>	Persuade to attend an event
<b>Audience</b>	A familiar, yet increasingly formal reader

## Text Features

<b>Structure</b>	Introduction – GSV Paragraphed reasons to change viewpoint Closing remark
<b>Language</b>	Language of the field Authoritative voice Increasingly formal direct address of the reader
<b>Grammar</b>	Variation of sentence length Subordination (using when, if, that, because) Coordination (using or, and, but) Comma after a fronted adverbials If .. then ... details
<b>Composition</b>	Paragraphs around a persuasive theme Variety of details within paragraphs

## Progression

<b>Builds Upon</b>	Yr3: Persuasive letter and advertisements
<b>Converges With</b>	Y4: Recounts Y4: Information
<b>Leads to</b>	Y5: Persuasive prospectus

## Year 4

Dear Mrs Ford,

We know how hard you have been working recently, so we believe you need a break from your busy routine. We would like to invite you to a special, five-star music concert in Meteor Hall on Thursday, 6<sup>th</sup> June at 11a.m. Please add this date to your diary; you will not want to miss an experience to remember.

As you are aware, we have been working hard on various different types of music. After two terms of practice, you have let us play together with 120 children, performing on 10 different instruments. If you come to the concert, you will enjoy escaping the stress of work as you listen to our compositions.

We guarantee that if you come to our 40-minute concert, you will be warmed by jazz music such as *Boogie Shoes* and *Take Five*. We wish to share with you the notes and tunes that we have learnt. We believe you should come and see the results of our hard work because you organised this outstanding event. If you do not come, you will miss this once-in-a-lifetime event – all for the sake of 40 minutes!

We hope you will consider joining us for this wonderful occasion. We look forward to hearing from you soon.

Yours sincerely,

Ms A Student

## Year 5

<b>Text Type &amp; YG</b>	Persuasive school prospectus/leaflet
<b>Purpose</b>	Persuade parents to visit/send children to a place/event
<b>Audience</b>	Parents considering sending children to a place/event Informed audience in need of detailed information

## Text Features

<b>Structure</b>	Introduction (GSV-3) Three sub-headed paragraphs detailing features to appeal Conclusion with persuasive restatement
<b>Language</b>	Language of expert of field for informed audience Increasingly formal direct address of the reader
<b>Grammar</b>	Adverbs and modal verbs to show confidence/ be persuasive
<b>Composition</b>	Effective topic sentence – Clarify/confidence separate from the detail of the paragraph

## Progression

<b>Builds Upon</b>	Y4: Persuasive letter/leaflet – Advertisement
<b>Converges With</b>	Y5: Information Y5: Response
<b>Leads to</b>	Y6: Persuasive leaflet - Advertisement

## Persuasive - Year 5

### Groosham Grange – A Great Choice!

At Groosham Grange, we recognise that choosing your child's school is one of the most crucial decisions you will ever make. That is why we are so determined to ensure that we offer our pupils outstanding learning opportunities that exceed those of our competitors around the world. We believe that our staff and pupils work in a staggering environment, achieving astonishing goals every day through a commitment to pastoral care, an excellent curriculum and stunning facilities.

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#### **Pastoral Care**

At Groosham Grange, pupils' well-being comes first.

Whilst academic success is hugely important, our committed staff know that happy children will achieve more. As we are conscious of this, we ensure that the school community is a friendly one in which children are comfortable in communicating how they feel. All children have a form tutor available to speak to them about any part of school life whenever they need to; however, children never complain about life at Groosham Grange.

On site, our experienced, full-time matron, offers regular check-ups on pupil health and is familiar with a variety of treatments for minor ailments. First aid is, however, rarely needed because of our school's commitment to safety.

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#### **Excellent Curriculum**

Academic success is crucial to a successful and fulfilling life.

If you are determined to give your child the best, send them here. Due to our excellent curriculum and uniquely creative staff, Groosham Grange regularly appears in the Best Schools Guide. Our wide variety of subjects enthral our pupils; for this reason, they are always 100% focused in class.

Here, we offer an exceptional, broad curriculum that will extend every student's knowledge. Whether your child is a budding mathematician, a keen scientist or lover of languages, they will be taught by highly professional staff. As a result, our pupils consistently achieve As in more than 90% of A-level subjects. However, if your child experiences academic difficulties, extra support is provided to them to address this.

At Groosham Grange, we value traditional subjects. In Religious Studies, children are taught about ancient belief systems. In Science, children are given practical experience of the secrets of life. Mr Kilgrew, our Assistant Headteacher, is uniquely experienced to give your child the best Latin teaching Britain has to offer.

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#### **Stunning Facilities**

The school's incredible buildings and grounds provide an exceptional learning environment.

For example, our unique library means all pupils can read rare non-fiction and historical books that other schools are unable to offer. In our superbly equipped chemistry laboratory, your child will learn how to make the antidote for the strongest poison. And what other school will offer your child everything they need to learn about astronomy?

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Grangians come from many backgrounds, but are united by their ability and their 'can do' attitude. Successive inspections have ranked Groosham Grange amongst Britain's finest schools. Above all, Groosham Grange pupils are determined, confident without being boastful, and interesting company. Please do come and see us, and meet some of them for yourself.

## Persuasive - Year 6

<b>Text Type &amp; YG</b>	Leaflet (advertisement) - Year 6
<b>Purpose</b>	Persuade parents to send their children to Camp Green Lake
<b>Audience</b>	Parents who might consider sending their children on summer camp

### Text Features

<b>Structure</b>	<p>Introduction: identify readers need GSV or ABC</p> <p>ABC: Three sub-headed paragraphs</p> <ul style="list-style-type: none"> <li>detailing features</li> <li>needs of reader</li> <li>relevant testimonials</li> </ul> <p>Authoritative restatement</p> <p>Slogan-type statement</p> <p>Command to visit website</p>
<b>Language</b>	<p>Subjunctive mood</p> <p>Language of expert of field for informed audience</p> <p>Increasingly formal direct address of the reader</p>
<b>Grammar</b>	Sentence adverbials (additionally/furthermore/however)
<b>Composition</b>	Effective topic sentence - clarity/ confidence

### Progression

<b>Builds Upon</b>	Year 5 school prospectus/ leaflet
<b>Converges With</b>	Y6: Response
<b>Leads to</b>	



**Do you relish the thought of a break from keeping your children entertained, but still want to ensure the best for them?**

**What if there were a place where your child could achieve anything?**

Camp Green Lake is that place - a world where exciting journeys begin. Here, your child will encounter a world of adventure, giving you peace and quiet. Instead of locking themselves in their room playing video-games, rotting their precious and rare summer days away, your child will have an unforgettable time. We believe that your children will be offered a wide variety of opportunities such as outdoor adventure and treasure hunts, coupled with outstanding well-being programmes which guarantee a life-changing experience. Even better, all of this is provided free of charge! So, why wait?

#### **Outdoor Adventure**

Your children will gain a new appreciation for nature at Camp Green Lake. We have the perfect environment for children to get closer to the natural world: our unique wildlife will teach your children to truly appreciate their planet. In our beautiful forest, children gather timber and learn to start campfires. Additionally, campers can enjoy the adrenaline rush of tree-climbing, equipped with ropes and safety harnesses. After an energetic day under the sun, they can cool down with a swim in our refreshing emerald lake, or even try water ski-ing under the expert supervision of former World Champion, Mr Sir.

*"I went to Camp Green Lake knowing nothing about the natural world. By the time I left, I had gotten close enough to touch an animal I had never even seen before."*  
Lewis (aged 14)

#### **Terrific Treasure Hunts**

With our great weather, your children will dig to find never-seen-or-heard-of buried treasure like (and with) professional archaeologists. This thrilling new opportunity provides them with a memorable time, as well as increasing their physical fitness. We firmly believe that by pushing your child to the limit, we can help them realise what can be achieved by them. Hasn't your child always wanted to get fit in an exciting way?

*"I found Kissin' Kate Barlow's lipstick case – I was told that she actually used to live at Green Lake before it became a camp. I'll always remember my awesome prize!"*  
Stanley (aged 13)

#### **Well-being**

Every part of your child's wellbeing is important to us.

Safety is paramount at Camp Green Lake: all of our fantastic activities are supervised by experienced and professional staff - they are all trained in first aid. Not only do we value physical health, but we also ensure that your children's mental health is monitored; children are able to talk to our counsellors about concerns whenever they arise. Nutrition is also of the great importance; we want every child to have a chance of living a healthy lifestyle. For this reason, our chefs prepare all meals fresh with the highest quality, locally grown ingredients. Our Head Chef even offers cookery classes for campers – imagine your child returning and cooking amazing meals for you.

*"Camp Green Lake felt just like home – only better!"*  
Sam (aged 12)

Once your child returns from Camp Green Lake, your family life will improve. With a new appreciation for the natural world around them, your children will be asking you to sell their no-longer-needed video-games. We guarantee that your child will leave Camp Green Lake with life-long lessons and happiness which will last forever.

***Step into Camp Green Lake, a life-changing place.***

**Find out more: visit [www.campgreenlake.com](http://www.campgreenlake.com)**